

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

Ad #107-C2 Req. #897302 - "OREGON" - Page 4/C Blnd. (8-3/4" x 11-1/2"), Consumer Magazines, 1988



NEW ALPINE. NOW, A REAL MENTHOL AT A GENERIC PRICE.

AVAILABLE IN FULL FLAVOR, LIGHTS, KINGS & 100's



Available in most areas.

MS. suggested retail price

Full Flavor: 15 mg "tar," 1.0 mg nicotine - Lights: 10 mg "tar,"
0.9 mg nicotine as per regulated by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

